

Meet the

ENTREPRENEUR

Alli Webb is a self-described “blow dry maven.” The founder of Drybar, a salon that offers only \$40 washes and blow dries rather than the whole kit-and-caboodle of cut and color, Webb has a diverse background that includes work in everything from corporate PR to professional hair styling. Founded in 2010, Drybar has quickly expanded to include 29 locations around the United States, producing \$40 million in revenue annually. Below, Webb answers some of our burning questions about how she built her business, women she admires -- and how she caught the blow-dry bug.

hello, my name is

Alli Webb



I am 38 years old

& I live in Orange County, CA.

My company is called Drybar.

Three adjectives that describe my company culture are...

fun

creative

caring

IN **1986** I WAS...

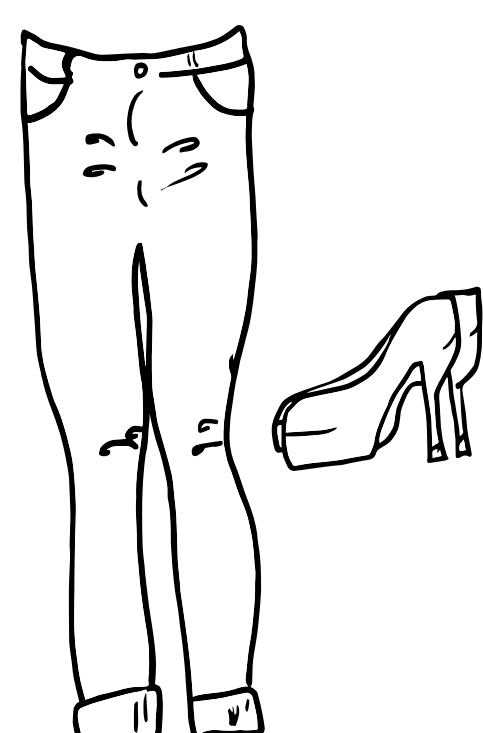
11 years old + don't remember!

IN **1992** I WAS...

About to graduate high school and very excited for the next phase!

IN **2008** I WAS...

A stay at home mom, and just started "Straight at Home" my mobile blowout biz that led to Drybar!



jeans + heels

to work.



free city sweats

to play.



a big comfy t-shirt

to sleep.

DRYBAR WAS ORIGINALLY FINANCED BY MY BROTHER

“Without the **guidance, help, wisdom, and talent** of my brother and husband, Drybar would never be what it is today.”



iPhone
/BLACKBERRY

7

AVG. HOURS OF SLEEP A NIGHT

2

CHILDREN

MY DOG'S NAME IS...

COOPER

“**My proudest moments** have been receiving touching notes about **how much Drybar has impacted** and changed our clients' lives.”

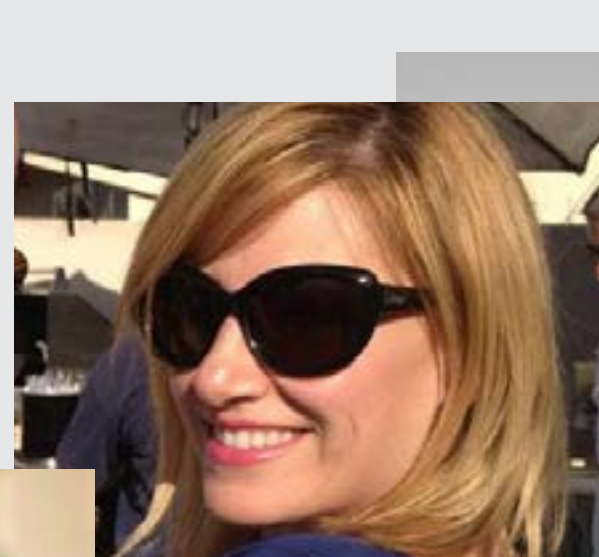
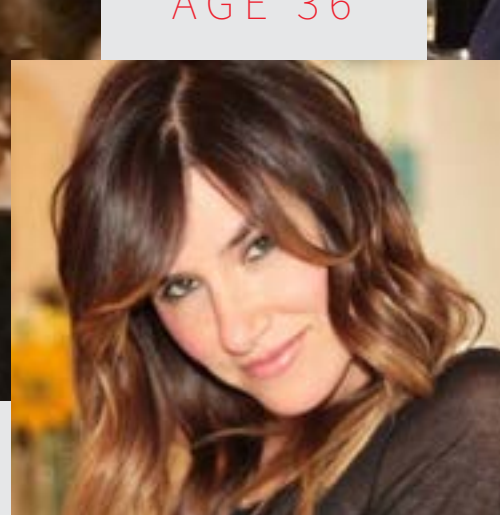
MY HAIR THROUGH THE YEARS

AGE 14



HIGH SCHOOL PROM

AGE 36



AGE 37



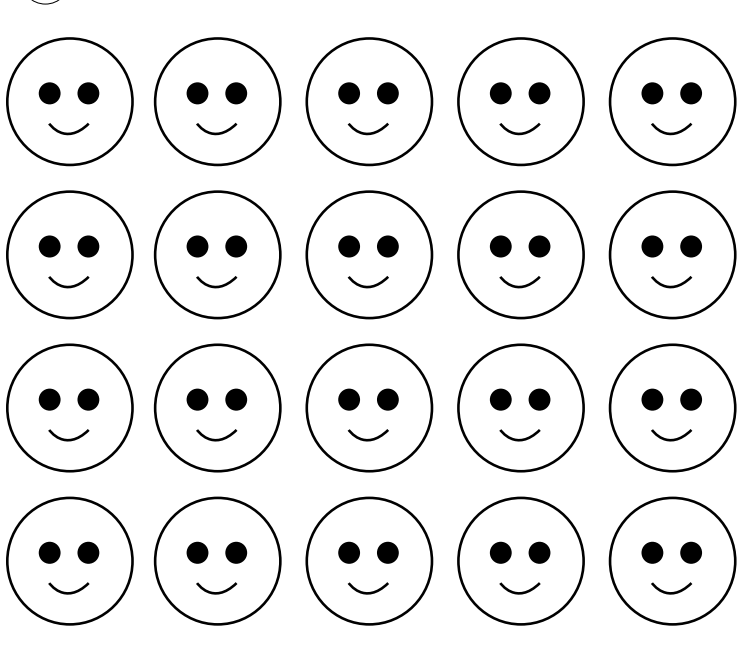
PRESENT

THE COMPANY STARTED WITH...

about 20 stylists, me, Michael, Cameron and Sarah (my amazing sister-in-law!). The company now has over 3000 employees!

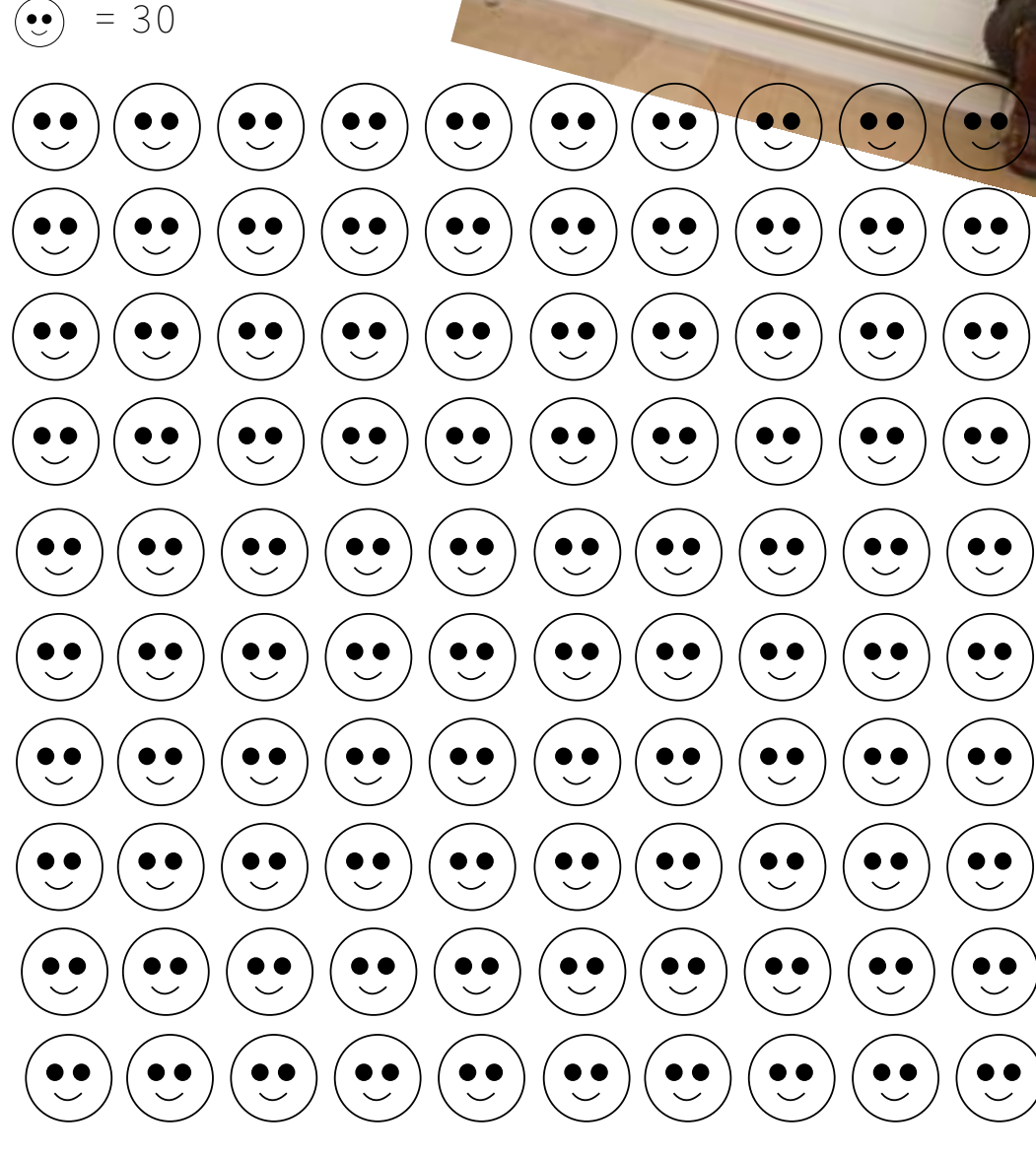
ORIGINAL NUMBER OF EMPLOYEES

☺ = 1

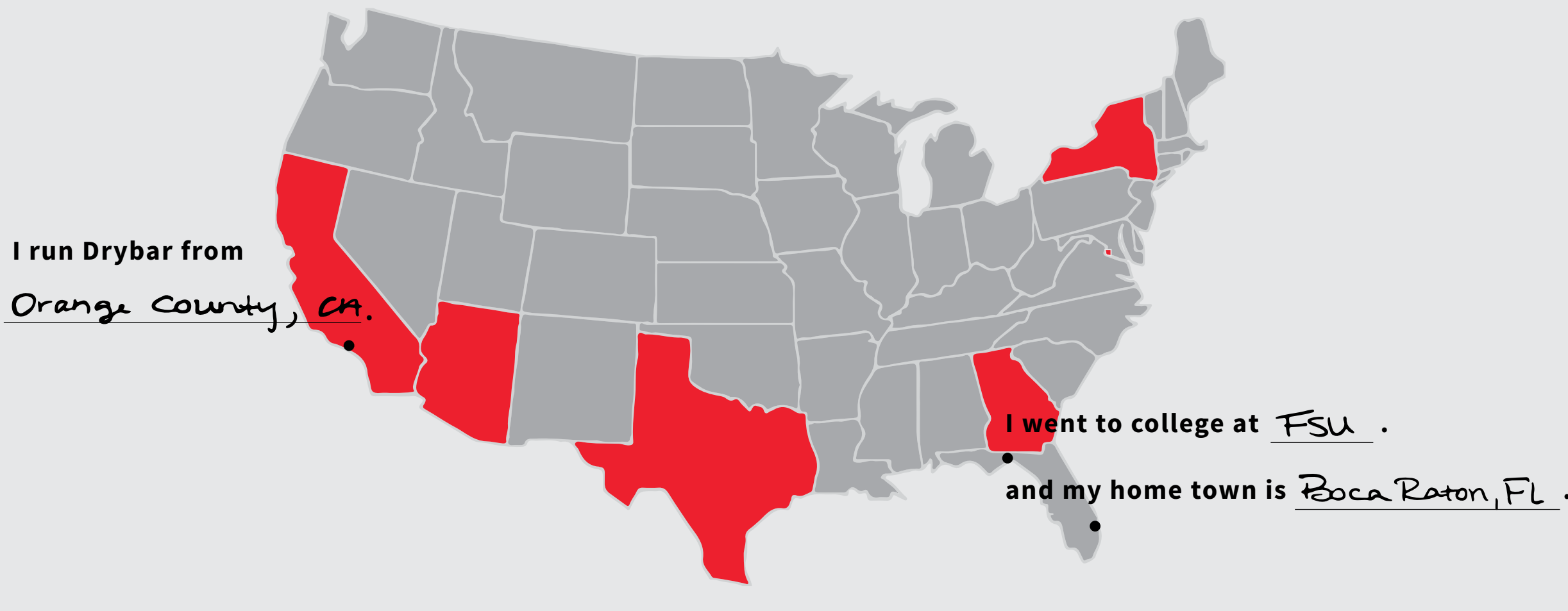


CURRENT NUMBER OF EMPLOYEES

☺ = 30



YOU CAN FIND DRYBAR LOCATIONS IN THESE STATES



I run Drybar from Orange County, CA.

I went to college at FSU.

and my home town is Boca Raton, FL.

MY Guilty PLEASURES ARE...

Spas

shopping

french fries

MAN I MOST ADMIRE...

my brother Michael

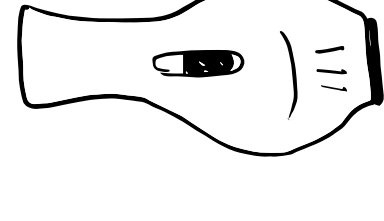
WOMEN I MOST ADMIRE...

Jenna Lyons

Grace Coddington

Sheryl Sandberg

“I **came up with the idea** for Drybar while I was running my mobile blow-out business. I realized that there was a **huge hole** in the market that needed to be filled.”



DEEP THOUGHT I'LL LEAVE YOU WITH...

“The last three-plus years have been incredibly humbling, rewarding, exciting, and challenging for me. I've learned that **hard work and true dedication** is really what it's all about. I've learned to trust my instincts and **always, always go with my gut**. Because it's never wrong.”